

## Sound Bytes/Laurie Flynn

# A New Power in Publishing

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We're enabling a new publishing industry so that people can make money publishing on the Internet. This summer, through Dow Jones's Dowvision, we'll be making The Wall Street Journal and the same-day New York Times available over the network. We're also working with the Government Printing Office and the Library of Congress to publish on the network.

**Q:** As inventor of WAIS, how would you define it and how does it fit in with other Internet tools, like Gopher and World Wide Web?

**A:** What we're constructing is like a network book. Gopher is the table of contents, using hierarchical browsing; World Wide Web is hypertext pages with embedded graphics, and WAIS is the index — it allows the user to browse and search information.

**Q:** What's the difference between WAIS and the traditional electronic services like Nexis and Dialog?

**A:** WAIS is a distributed infrastructure, a client-server system. Your machine can contact potentially many services at once. It could contact a service in Indiana at the same time as it contacts one in Hong Kong and another in California. This is different from the centralized approach of Mead and Dialog.

**Q:** WAIS is helping people make money distributing data in an environment where traditionally it is free. How is that going over?

**A:** It's very welcomed by the Internet community when it's done the Internet way. We're using open protocols, based on real standards as opposed to proprietary systems.

And you need to offer a mix of commercial and free information and software. We find if we do it that way, it's welcomed at the highest levels of the Internet community.



## Sound Bytes/Laurie Flynn

# A New Power in Publishing

### Brewster Kahle

**Born:** Oct. 22, 1960; New York.

**Education:** B.S. in electrical engineering, computer science with a major in artificial intelligence, Massachusetts Institute of Technology.

**Noncomputer reading:** "The Autobiography of Benjamin Franklin" because "he was a printer, too."

**Car:** Green 1963 Volvo P-1800.

**Ideal vacation:** Visiting developing countries. Recently traveled in Indonesia with his wife, Mary Austin.

**Family:** Expecting a baby in September.

**Hobby:** Printing; owns an 80-year-old letterpress.

**Personal Computer:** Macintosh Powerbook Duo 210.



**M**ORE than a decade ago Brewster Kahle left the relative quiet of the Massachusetts Institute of Technology's artificial intelligence laboratory to help found the Thinking Machines Corporation in Cambridge, Mass., which designs some of the world's most powerful computers.

But for Mr. Kahle (pronounced KALE), it wasn't enough to simply compute quickly; he wanted to apply supercomputing power to the problem of "information overload."

So Mr. Kahle left Thinking Machines in 1992 and set out to apply computing power to publishing. As the founder and president of WAIS Inc., which stands for Wide Area Information Servers, Mr. Kahle and his staff of a dozen workers are developing software tools to help people publish information and documents on the Internet, the global web of computer networks. As a developer of new distribution and retrieval techniques for the Internet, the company, based in Menlo Park, Calif., is in effect helping to create an electronic publishing industry.

WAIS's products include software for servers — computers that control the flow of information on networks — that lets people distribute information on the Internet. It has also developed protocols — software instructions — that enable personal computers to communicate with servers.

The first documents on the Internet using WAIS were published last summer, and the first commercial WAIS-based publications are to be available on the Internet this summer.

**Question:** WAIS grew out of something you were working on at Thinking Machines. How did it evolve?

**Answer:** At Thinking Machines, I worked on Connection machines — massively parallel computers. We made 15 gigabytes browsable — that's equivalent to 150 years of daily newspapers. The question was, how could you make this kind of power usable by people?

So I put together a consortium of four companies. Thinking Machines knew searching, Apple Computer knew all about user interface design and Dow Jones was about one-stop shopping for information. Peat Marwick was our user base of \$300-an-hour people who knew the value of information.

But we found there were certain pieces that weren't being done very

well by the group — the protocols and low-end servers. We founded WAIS Inc. to do just those pieces.

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